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Section 1
Fundamental Concepts and Theories

This section introduces this three-volume reference with an overview of recent developments in Hospitality, Travel, and Tourism. Tourism is not a new industry, but new advances and considerations are constantly being developed to improve the experiences of both tourists and travel agents. Some of the primary foundational concepts include branding and marketing, e-tourism, and entertainment, among others. In the opening 14 chapters of this extensive reference source, readers will obtain a clear understanding of the fundamental concepts and theories integral to the field of Hospitality, Travel, and Tourism.

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